

## **Storyboard**

**ID#: 2404251**

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**Assignment #: Individual Assessment 2**

**Day: Thursday 1-3pm / Friday 10-11am**

**Module: Web Programming- UM2**

## Business Overview

**Business Name:** SparkleClean

**Description:** SparkleClean is a premium dry cleaning and laundry service company located in Spanish Town, St. Catherine. We specialize in the professional cleaning of everyday wear, formal attire, and household textiles, offering door-to-door pickup and online booking for maximum convenience.

**Logo:** ✨ (Sparkle/Glitter Emoji)

**Slogan:** "Where Every Garment Shines"

**Mission Statement:** "To provide exceptional dry cleaning and laundry services that exceed our customers' expectations through quality, convenience, and care."

**Vision Statement:** "To become the most trusted and preferred dry cleaning service in Jamaica, known for our commitment to excellence, customer satisfaction, and environmental responsibility."

## Intended Audience Description

The Sparkle Clean website is designed to serve a diverse client base in Spanish Town and surrounding areas, specifically targeting:

1. **Young Professionals (Ages 25-40):** Tech-savvy urban residents who value time and convenience. They require regular cleaning for work attire and prefer online booking and delivery services to save time.
2. **Busy Families (Ages 30-50):** Dual-income households who need bulk cleaning for household items (curtains, comforters) and value services that simplify their lives.
3. **Elderly/Retired Individuals (Ages 60+):** Residents who value personal service and require pickup/delivery due to potential mobility challenges.
4. **Small Business Owners:** Professionals needing consistent, high-volume garment care to maintain a professional image.

## Colour Palette & Typography

### Colour Palette

The colour scheme was chosen to balance trust, luxury, and cleanliness.

- **Primary Colour: Blue** RGB (37, 99, 235) (Hex: #2563eb)
  - *Justification:* Blue is universally recognized as the most trusted colour in business. It evokes feelings of cleanliness and freshness, which are essential for a laundry service.
- **Secondary Colour: Purple** RGB (147, 51, 234) (Hex: #9333ea)
  - *Justification:* Purple represents luxury and premium quality. It differentiates the brand from competitors and suggests a sophisticated service experience.
- **Accent Colour: White** RGB (255, 255, 255) (Hex: #FFFFFF)
  - *Justification:* White represents purity and sterility. It provides "negative space" to prevent visual overwhelm and reinforces the promise of pristine cleaning results.

### Typography

- **Font Family:** 'Inter', sans-serif.
  - *Justification:* A modern, clean font that ensures high readability across mobile and desktop devices, aligning with the "modern and tech-savvy" aesthetic.

## Sitemap

The website utilizes a Single Page Application (SPA) structure where navigation switches the active content view without reloading the page.

- **1.0 Home (Container)**
  - 1.1 Header (Logo & Tagline)
  - 1.2 Navigation Bar (Tabs)
  - **2.0 Authentication Tab**
    - 2.1 Login Form (Username, Password)
    - 2.2 Registration Form (Name, DOB, Email, User, Pass)
  - **3.0 Services Tab (Default View)**
    - 3.1 Product Grid (Shirts, Suits, etc.)
    - 3.2 Special Offers Banner
  - **4.0 Cart Tab**
    - 4.1 Cart List (Items, Quantity controls)
    - 4.2 Order Summary (Subtotal, Discount, Tax, Total)
  - **5.0 Checkout Tab**
    - 5.1 Customer Details Form
    - 5.2 Pickup Scheduling
    - 5.3 Payment Method Selection
  - **6.0 About Us Tab**
    - 6.1 Mission & Vision
    - 6.2 Student/Project Info
    - 6.3 Contact Details (Mailto link)

## Desktop Wireframe

### [HEADER]

[ Logo: SparkleClean ] [ Tagline: Premium Dry Cleaning... ]

### [NAVIGATION BAR]

[ Login/Register ] [ Services ] [ Cart (0) ] [ Checkout ] [ About Us ]

### [MAIN CONTENT AREA]

*Example: Services View*

**Title:** 🛍 Our Services

### [Product Grid - Flexbox/Grid 4 Columns]

[Icon+Name+Price+Btn] [Icon+Name+Price+Btn] [Icon+Name+Price+Btn]  
[Icon+Name+Price+Btn]

[Icon+Name+Price+Btn] [Icon+Name+Price+Btn] [Icon+Name+Price+Btn]  
[Icon+Name+Price+Btn]

### [Special Offers Banner]

[ 10% Off Orders > \$2000 ] [ Free Delivery > \$3000 ]

## Mobile Wireframe

### [HEADER]

[ ⚡ SparkleClean ]

[ Premium Dry Cleaning... ]

### [NAVIGATION BAR - Stacked or Scrollable]

[ Login/Register ]

[ Services ]

[ Cart (0) ]

[ Checkout ]

[ About Us ]

### [MAIN CONTENT AREA]

**Title:** 🛍 Our Services

### [Product Grid - Single Column]

[ Icon + Name + Price + Add Button ]

[ Icon + Name + Price + Add Button ]

[ Icon + Name + Price + Add Button ]

...

### [Special Offers Banner - Stacked]

[ Offer 1 ]

[ Offer 2 ]

## List of User-Defined Functions

Function Name	Description
switchTab(tabName)	Hides all content sections and displays only the one matching the tabName ID. Updates active navigation styling.
switchAuthMode(mode)	Toggles visibility between the Login form and the Registration form within the Auth tab.
displayProducts()	Iterates through the services array and dynamically generates HTML cards for each product in the productsGrid div.
addToCart(serviceId)	Adds a selected service to the cart array or increments quantity if it exists. triggers updateCartBadge.
calculateTotals()	Performs arithmetic to determine Subtotal, Discount (10%), Tax (15%), and Grand Total. Returns an object with formatted values.
displayCart()	Dynamically renders the list of items currently in the cart array and updates the summary totals in the view.
updateCartBadge()	Calculates total items in the cart and updates the red notification badge on the navigation bar.
changeQuantity(id, change)	Increases or decreases the quantity of an item in the cart. Removes item if quantity drops to 0.
removeFromCart(itemId)	Filters the cart array to remove a specific item ID and refreshes the display.
proceedToCheckout()	Validates if the cart has items before switching the user's view to the Checkout tab.
displayCheckoutSummary()	Renders a read-only list of items and final cost calculations on the Checkout page.
completePurchase()	Resets the cart and form data after a successful order and redirects the user back to the Services tab.